

Choice For Trial

PLAYERS NON-MENTHOL

	N =	PLAYERS NON-MENTHOL											
		Sex		Age			Race		Tar Level		Size Smoked		
Total		Male	Female	18-34	35-54	White	Black	Low Tar	Full Flavor	Kings	100's		
Chose Players Non-Menthol		301	166	135	169	134	269	32	138	163	179	122	
		%	167	134	167	134	270	31	140	161	180	121	%
First Choice		41	45	35	39	42	39	55	53	39	40	40	
Second Choice		15	15	15	12	19	15	16	14	25	15	13	17
		26	30	20	27	23	24	39	37	25	26	27	23

PLAYERS MENTHOL

	N =	PLAYERS MENTHOL											
		Sex		Age			Race		Tar Level		Size Smoked		
Total		Male	Female	18-34	35-54	White	Black	Low Tar	Full Flavor	Kings	100's		
Chose Players Menthol		303	131	172	189	114	203	100	140	163	159	144	
		%	%	%	%	%	%	%	%	%	%	%	%
First Choice		42	40	43	41	42	46	32	43	40	35	49	
Second Choice		20	18	21	19	20	22	15	21	18	17	22	
		22	23	22	23	22	25	17	22	23	18	27	

RAFFLES

	N =	RAFFLES											
		Sex		Age			Race		Tar Level		Size Smoked		
Total		Male	Female	18-34	35-54	White	Black	Low Tar	Full Flavor	Kings	100's		
Chose Raffles		300	128	172	206	94	200	100	134	166	160	140	
		%	%	%	%	%	%	%	%	%	%	%	%
First Choice		37	45	32	38	36	37	36	38	36	36	39	
Second Choice		15	15	16	15	17	14	18	13	17	13	19	
		22	30	16	23	19	23	18	25	19	23	20	

2045782338